



WPXI  
P.O. Box 640132  
Pittsburgh, PA 15264-0132  
ph: (412) 237-1100  
fx: (412) 237-2247

Advertiser  
Agency  
Buyer  
Salesperson

Smith, Tom/R/SEN/PA (15776)  
SRCP - Stevens Reed Curcio & Potho(2056)  
VONDERHEID,BETSY  
Telerep/Washington DC, Washington DC  
(1040)  
ph: (555) 555-5555  
Political - Federal Candidate (1067)  
POL/T SMITH/R/SEN/PA (114155)  
National/Political  
305/06357935

Invoice 640739  
Inv Date 10/28/2012  
Terms Net 30  
Contract 334853  
Bill Type Standard  
Period 10/1/2012 - 10/28/2012

SRCP - Stevens Reed Curcio & Potholm  
201 North Union Street  
Suite 200  
Alexandria, VA 22314

AgM

Product  
Brand  
Acct Types  
Est/Headline  
Demo  
Revision  
Comments

TOM SMITH 10/02  
\*\*\*\*\* THIS IS A CASH IN ADVANCE

CO-OP/Order Type Yes/Normal  
Package  
Gen. Date 10/29/2012 1:23:28PM

Pittsburgh (WPXI)

## OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
1.0	<b>Contract Line Remarks:</b>		<b>ELLEN/1</b>						
	Spot	10:00:04AM-Elle	Per week (3), Tu, We, Th, Fr	10/02/12 10:56AM (Tu)	00:30	Ellen	TS12TV11H	\$250.00	
	Spot	10:00:04AM-Elle	Per week (3), Tu, We, Th, Fr	10/04/12 10:37AM (Th)	00:30	Ellen	TS12TV11H	\$250.00	
	Spot	10:00:04AM-Elle	Per week (3), Tu, We, Th, Fr	10/05/12 10:19AM (Fr)	00:30	Ellen	TS12TV12H	\$250.00	
2.0	<b>Contract Line Remarks:</b>		<b>TODAY 9-10A/11</b>						
	Spot	9:00:04AM-Today S	Per week (2), Tu, We, Th, Fr	10/03/12 9:58AM (We)	00:30	TODAY SHOW 9A	TS12TV11H	\$300.00	
	Spot	9:00:04AM-Today S	Per week (2), Tu, We, Th, Fr	10/05/12 9:50AM (Fr)	00:30	TODAY SHOW 9A	TS12TV11H	\$300.00	
3.0	<b>Contract Line Remarks:</b>		<b>LATE NEWS/2</b>						
	Spot	10:59:34PM-CHANNE	Day, Tu-1, W-1, Th-1, F-1	10/02/12 11:29PM (Tu)	00:30	CHANNEL 11 NEWS AT 11P	TS12TV12H	\$1350.00	
	Spot	10:59:34PM-CHANNE	Day, Tu-1, W-1, Th-1, F-1	10/03/12 11:13PM (We)	00:30	CHANNEL 11 NEWS AT 11P	TS12TV12H	\$1350.00	
	Spot	10:59:34PM-CHANNE	Day, Tu-1, W-1, Th-1, F-1	10/04/12 11:29PM (Th)	00:30	CHANNEL 11 NEWS AT 11P	TS12TV12H	\$1350.00	
	Spot	10:59:34PM-CHANNE	Day, Tu-1, W-1, Th-1, F-1	10/05/12 11:28PM (Fr)	00:30	CHANNEL 11 NEWS AT 11P	TS12TV11H	\$1350.00	
4.0	<b>Contract Line Remarks:</b>		<b>NOON NEWS/3</b>						
	Spot	11:59:04AM-Channel	Per week (3), Tu, We, Th, Fr	10/03/12 12:09PM (We)	00:30	Channel 11 News At Noon	TS12TV12H	\$275.00	
	Spot	11:59:04AM-Channel	Per week (3), Tu, We, Th, Fr	10/04/12 12:07PM (Th)	00:30	Channel 11 News At Noon	TS12TV12H	\$275.00	
	Spot	11:59:04AM-Channel	Per week (3), Tu, We, Th, Fr	10/05/12 12:10PM (Fr)	00:30	Channel 11 News At Noon	TS12TV11H	\$275.00	
5.0	<b>Contract Line Remarks:</b>		<b>JUDY 4-430P/4</b>						
	Spot	4:00:04PM-Judge Ju	Per week (3), Tu, We, Th, Fr	10/03/12 4:14PM (We)	00:30	JUDGE JUDY 4P	TS12TV11H	\$300.00	
	Spot	4:00:04PM-Judge Ju	Per week (3), Tu, We, Th, Fr	10/04/12 4:18PM (Th)	00:30	JUDGE JUDY 4P	TS12TV11H	\$300.00	
	Spot	4:00:04PM-Judge Ju	Per week (3), Tu, We, Th, Fr	10/05/12 4:26PM (Fr)	00:30	JUDGE JUDY 4P	TS12TV12H	\$300.00	
6.0	<b>Contract Line Remarks:</b>		<b>NEWS 5-530P/5</b>						
	Spot	5:00:00PM- 5:30:00	Day, Tu-1, W-1, Th-1, F-1	10/02/12 5:23PM (Tu)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	TS12TV12H	\$575.00	
	Spot	5:00:00PM- 5:30:00	Day, Tu-1, W-1, Th-1, F-1	10/03/12 5:27PM (We)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	TS12TV12H	\$575.00	
	Spot	5:00:00PM- 5:30:00	Day, Tu-1, W-1, Th-1, F-1	10/04/12 5:12PM (Th)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	TS12TV12H	\$575.00	
	Spot	5:00:00PM- 5:30:00	Day, Tu-1, W-1, Th-1, F-1	10/05/12 5:23PM (Fr)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	TS12TV11H	\$575.00	
7.0	<b>Contract Line Remarks:</b>		<b>NEWS 6-630P/6</b>						
	Spot	5:58:34PM-Channel	Day, Tu-1, W-1, Th-1, F-1	10/02/12 6:14PM (Tu)	00:30	Channel 11 News At 6pm M-F	TS12TV11H	\$775.00	
	Spot	5:58:34PM-Channel	Day, Tu-1, W-1, Th-1, F-1	10/03/12 6:28PM (We)	00:30	Channel 11 News At 6pm M-F	TS12TV11H	\$775.00	
	Spot	5:58:34PM-Channel	Day, Tu-1, W-1, Th-1, F-1	10/04/12 6:23PM (Th)	00:30	Channel 11 News At 6pm M-F	TS12TV11H	\$775.00	
	Spot	5:58:34PM-Channel	Day, Tu-1, W-1, Th-1, F-1	10/05/12 6:23PM (Fr)	00:30	Channel 11 News At 6pm M-F	TS12TV12H	\$775.00	
8.0	<b>Contract Line Remarks:</b>		<b>NEWS 6-7A/7</b>						
	Spot	5:59:04AM-Channel	Day, Tu-1, W-1, Th-1, F-1	10/02/12 6:43AM (Tu)	00:30	Channel 11 News 6am	TS12TV11H	\$575.00	
	Spot	5:59:04AM-Channel	Day, Tu-1, W-1, Th-1, F-1	10/03/12 6:08AM (We)	00:30	Channel 11 News 6am	TS12TV11H	\$575.00	
	Spot	5:59:04AM-Channel	Day, Tu-1, W-1, Th-1, F-1	10/04/12 6:12AM (Th)	00:30	Channel 11 News 6am	TS12TV11H	\$575.00	
	Spot	5:59:04AM-Channel	Day, Tu-1, W-1, Th-1, F-1	10/05/12 6:38AM (Fr)	00:30	Channel 11 News 6am	TS12TV11H	\$575.00	
9.0	<b>Contract Line Remarks:</b>		<b>JEOP 7-730P/8</b>						
	Spot	6:59:29PM-Jeopardy	Per week (3), Tu, We, Th, Fr	10/03/12 7:04PM (We)	00:30	Jeopardy	TS12TV12H	\$1250.00	
	Spot	6:59:29PM-Jeopardy	Per week (3), Tu, We, Th, Fr	10/04/12 7:00PM (Th)	00:30	Jeopardy	TS12TV12H	\$1250.00	
	Spot	6:59:29PM-Jeopardy	Per week (3), Tu, We, Th, Fr	10/05/12 7:00PM (Fr)	00:30	Jeopardy	TS12TV11H	\$1250.00	



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## OFFICIAL BILLING INVOICE

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10.0	<b>Contract Line Remarks: TODAY 7-8A/9</b>								
	Spot	7:00:00AM- 8:00:00	Day,Tu-1,W-1,Th-1,F-1	10/02/12 7:27AM (Tu)	00:30	Today Show	TS12TV12H	\$475.00	
	Spot	7:00:00AM- 8:00:00	Day,Tu-1,W-1,Th-1,F-1	10/03/12 7:27AM (We)	00:30	Today Show	TS12TV12H	\$475.00	
	Spot	7:00:00AM- 8:00:00	Day,Tu-1,W-1,Th-1,F-1	10/04/12 7:29AM (Th)	00:30	Today Show	TS12TV12H	\$475.00	
	Spot	7:00:00AM- 8:00:00	Day,Tu-1,W-1,Th-1,F-1	10/05/12 7:59AM (Fr)	00:30	Today Show	TS12TV12H	\$475.00	
11.0	<b>Contract Line Remarks: WHEEL 730-8P/10</b>								
	Spot	7:30:04PM-WHEEL	Per week (3),Tu,We,Th,Fr	10/03/12 7:48PM (We)	00:30	Wheel Of Fortune	TS12TV11H	\$1250.00	
	Spot	7:30:04PM-WHEEL	Per week (3),Tu,We,Th,Fr	10/04/12 7:48PM (Th)	00:30	Wheel Of Fortune	TS12TV11H	\$1250.00	
	Spot	7:30:04PM-WHEEL	Per week (3),Tu,We,Th,Fr	10/05/12 7:36PM (Fr)	00:30	Wheel Of Fortune	TS12TV12H	\$1250.00	
12.0	<b>Contract Line Remarks: THE VOICE 8-10P/12</b>								
	Prime	7:57:49PM-The Voice	Day,M-1	10/08/12 8:49PM (Mo)	00:30	The Voice 8-10P	TS12TV12H	\$3500.00	
13.0	<b>Contract Line Remarks: NEWS 8A-1030A/13</b>								
	Spot	8:00:00AM-10:30:00	Day,Sa-1	10/06/12 8:57AM (Sa)	00:30	CHANNEL 11 SATURDAY MORN NEWS	TS12TV12H	\$275.00	
14.0	<b>Contract Line Remarks: NEWS 8-10A/14</b>								
	Spot	8:00:00AM-10:00:00	Day,Su-1	10/07/12 9:41AM (Su)	00:30	CHANNEL 11 SUNDAY MORN NEWS	TS12TV14H	\$275.00	
15.0	<b>Contract Line Remarks: LATE NEWS/15</b>								
	Spot	10:59:34PM-CHANNE	Day,M-1	10/08/12 11:32PM (Mo)	00:30	CHANNEL 11 NEWS AT 11P	TS12TV14H	\$1350.00	
16.0	<b>Contract Line Remarks: NEWS 5-530P/16</b>								
	Spot	5:00:00PM- 5:30:00	Day,M-1	10/08/12 5:13PM (Mo)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	TS12TV12H	\$575.00	
17.0	<b>Contract Line Remarks: NEWS 6-630P/17</b>								
	Spot	5:58:34PM-Channel	Day,M-1	10/08/12 6:08PM (Mo)	00:30	Channel 11 News At 6pm M-F	TS12TV14H	\$775.00	
18.0	<b>Contract Line Remarks: NEWS 6-7A/18</b>								
	Spot	5:59:04AM-Channel	Day,M-1	10/08/12 6:27AM (Mo)	00:30	Channel 11 News 6am	TS12TV12H	\$575.00	
19.0	<b>Contract Line Remarks: TODAY 7-8A/19</b>								
	Spot	7:00:00AM- 8:00:00	Day,M-1	10/08/12 7:30AM (Mo)	00:30	Today Show	TS12TV14H	\$475.00	

REMIT TO: P.O. BOX 640132 PGH, PA 15264-0132

We warrant that the actual broadcast information shown on this invoice was taken from the official log.

Gross Total	\$33,375.00
Commission	(\$5,006.25)
Net Total	\$28,368.75

Total Spots 45